

Annual EEO Public File Report
Covering the Period from February 1, 2012 to January 31, 2013
Station Employment Unit: WCFE-TV in Plattsburgh, NY

Section 1: Full-Time Positions Filled

<u>Full-Time Position</u>	<u>Position Title</u>	<u>Date Open</u>	<u>Date Filled</u>	<u>Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*</u>	<u>Number Interviewed</u>	<u>Number Hired</u>
1	Dir. of Production & Content	12/5/11	2/7/12	MLPBS Website	12	1
1	Interactive Producer	1/27/12	2/16/12	MLPBS Website	2	1
1	Producer	7/10/12	10/3/12	CPB Jobline	1	1
TOTAL					15	3

Recruitment Source and Interviewee Data for Filled Positions

	Full-time Positions Filled By Job Title	Sources used to publicize the opening (# of interviewees)
1	Director of Production & Content	In-house posting MLPBS Website - (7) ETS Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Department of Labor in Vermont Production HUB – (2) Media Match – (1) NYS Broadcasters Association One WorkSource PBS Connect CPB Jobline – (1) ManPower Craig’s List Word of mouth – (1)
2	Interactive Producer	In-house posting MLPBS Website - (2) ETS Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Department of Labor in Vermont Production HUB NYS Broadcasters Association One WorkSource PBS Connect CPB Jobline ManPower Craig’s List

		Word of mouth Unknown
3	Producer	In-house posting MLPBS Website ETS Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Department of Labor in Vermont Production HUB NYS Broadcasters Association One WorkSource PBS Connect CPB Jobline – (1) ManPower Craig’s List Word of mouth

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Section 2: Recruitment Source Information

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Press Republican	Classified Department		
	170 Margaret Street	518-565-4105		
	Plattsburgh, NY 12901			
2	ETS	Several Contacts		yes
	142 Boynton Avenue	518-562-4673		
	Plattsburgh, NY 12901			
3	NYS Dept. of Labor (One Worksource)	Sue Myers		yes
	194 US Oval	518-561-0430		
	Plattsburgh, NY 12901			
4	Westaff	Gary Wagoner		yes
	307 W Bay Plaza	518-566-6061		
	Plattsburgh, NY 12901			
5	North Country Chamber of Commerce	www.opppshop.org		
	P.O. Box 310 (7061 Rt. 9)	518-563-1000		
No.	Recruitment Source	Contact		Entitled to Notification
	Plattsburgh, NY 12901			
6	Mountain Lake PBS (website)	www.mountainlake.org	9	yes
	One Sesame Street	518-563-9770		
	Plattsburgh, NY 12901			
7	Connecticut Schools of Broadcasting	csbnewjersey@800tvradio.com		
	377 Route 17 South Penthouse	201-288-5800 (www.800tvradio.com)		
	Hasbrouck Heights, NJ 07604	or Tom DeFranco		
8	In-House Posting/Staff Referral			yes

9	Learned about position from underwriter			
No.	Recruitment Source	Contact		Entitled to Notification
10	NYS Broadcasters Association 1805 Western Avenue, Albany, NY 12203	Sandy 518-456-8888		yes
11	Applied for an earlier position			
12	Vermont Department of Labor 63 Pearl Street Burlington, VT 05401-4331 Vermont Job Link – when ad goes through VT Dept. of Labor, it will also go to VT Job Link	Bradley Quinn Page 63 Pearl Street Burlington, VT 05401 802-652-0339		
13	Job Fair	Contacts are all different depending on who is running the Job Fair		
14	ProductionHUB.com 801 W. Fairbanks Avenue Winter Park, FL 32789	Tara 407-629-4122	2	
15	America's Online Job Bank.com			
16	Wyeth Pharmaceuticals 64 Maple Street Rouses Point, NY 12979	Barbara E. Hebert 518-297-5707		
17	Sent in blind submission			
18	Heard from an outside source/personal reference			
19	Previously interned @ the station			
20	PBS Connect Forum	On-line form		
21	Current 6930 Carroll Avenue, Suite 350 Tacoma Park, MD 20912	Fax: 301-270-7241 Loreal@current.org or Behrens@current.org (Steve Behrens) classifieds@current.org		
21	The Suburban - Montreal	Contact is whoever picks up the phone		
22	Craig's list.com	On-line		
23	Memsys.listserve	Kay Mosko or Nick Herlick		
24	Monster.com			
25	CPB.org	Website cpb.org (CPB Jobline)	2	

26	Chronicle of Philanthropy	Philanthropy.com/jobs Tim Sieja – jobs@chronicle.com		
27	When asked at interview they could not remember what website he had found it on	N/A		
28	No indication on cover letter	N/A		
29	Internet/Didn't specify website address			
30	WGBH Workshop			
31	Montreal Gazette	On-line Classified Ad		
32	CareerBuilder.com (Burlington Free Press)	On-line Classified Ad		
33	Seven Days	Classified Department		
34	ManPower	Online Classified		
35	Mediamatch.com	Online	1	
36	Unknown			
37	Word of Mouth	N/A	1	

	TOTAL:		15	
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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCFE

Activity # 1 – Participation in at least 4 Job Fairs

1) Activity: Career Night XXXVI
Date: April 12, 2012
Participating Employees Amy Recor & Sophie Mitsoglou
Host/Sponsor of Activity: SUNY Plattsburgh

Brief Description of Activity and Station Participation: Amy Recor and Sophie Mitsoglou had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment and volunteer opportunities. We collected 5 resumes and handed out business cards corresponding to the department internship job description they were interested in.

2) Activity: North Country Chamber of Commerce Annual Business Expo
Date: June 7, 2012
Participating Employees: Sophie Mitsoglou
Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Sophie Mitsoglou exhibited at the Annual Business Expo The largest business-to-business show in northern New York with 180 booths on the floor, the Expo was the chance to make hundreds of new contacts, take advantage of show specials, and learn what our business has to offer the community. Our producers, faces of the station, also make appearances throughout the day.

3) Activity: Job Fair
Date: September 12, 2012
Participating Employees: Amy Recor
Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment, and internship opportunities. We collected 4 resumes and handed out business cards corresponding to the department internship and job description they were interested in.

4) Activity: Internship & Career Fair
Date: October 18, 2012
Participating Employees: Amy Recor
Host/Sponsor of Activity: SUNY Plattsburgh School of Business & Economics

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities and internship opportunities. We collected 2 resumes and handed out business cards corresponding to the department internship they were interested in.

Activity # 2 – Training for Station Personnel

Director of Communications, Director of Production & Content, Director of Programming & On-Air Fundraising and Membership & Volunteer Coordinator attended the following workshops:

5/14/12- 5/17/12 PBS Annual Meeting in Denver, CO

Executive Assistant and Account Clerk attended the following workshops:

10/18/11 Northern Insuring 2012 Benefits Annual Fall Seminar in Chazy, NY

Executive Assistant attended the following workshops:

9/27-12 North Country Chamber hosted workshop titled *Linking Wellness to Benefits* in Plattsburgh, NY

CEO & Executive Assistant attended the following workshop:

9/12/12 North Country HRworkshop titled *Dealing With Troublesome Employees* in Plattsburgh, NY

Bookkeeper and Account Clerk attended webinars on:

CPB compliance and TIAA Cref retirement plan compliance

Interactive Producer attended workshops on:

7/12/12- 7/15/12 *DEI Conference* in Seattle, WA

11/27/12 *The Adobe Photoshop Users Conference* in Burlington, VT

Activity # 3 –Training on Equal Employment Opportunity and Anti-Discrimination

Employee Assistance Services (EAS) – All employees are eligible to use the services that EAS has to offer. A quarterly newsletter goes out to each employee. If there is any type of supervisory training that is offered by EAS, it is encouraged that managers attend. If there are other training opportunities at EAS, staff is encouraged to attend.

New Diversity Policy was instituted and all full and part time employees are required to sign off on acknowledgement for that they have received new policy. Future new hires will sign off on policy at time of hire.

Activity # 4 –Internship Program

SUNY Plattsburgh Internship Program – Production, Development and Communication departments took advantage of this internship program.

NYSBA 2012 Internship Program – Mountain Lake PBS took advantage of this internship program. NYSBA Internship Program is an on-the-job-training program that employers can be reimbursed for wages.

SUNY Fredonia Intern – The Director of Production and Content took advantage of an unpaid intern through SUNY Fredonia from 6/18/12 through 8/27/12.

Summer Intern – Production, Development and Communication departments made use of an unpaid intern 5/18/12 through 8/7/12.

Activity # 5 – Other activities with community organizations and schools

Education Outreach Initiatives

1. **Literacy and Science Outreach** - The education department has a large literacy and science outreach component. It provides literacy and early science strategies to area childcare providers, educators, parents and children. This program connects public television's quality research based programming with strategies to build on the programming through activities and story reading. All participants receive a free book to practice the strategies.
2. Mountain Lake PBS provides the **PBS Learning Media** service to area schools and adult literacy programs. In conjunction with this service we offered workshops on integrating the free digital learning content into curriculum and instruction.
3. **SUNY Plattsburgh Professional Development Outreach** - trained approximately 200 pre-service teachers both undergraduate and graduate level on the resources that public television provides to educators (ie. PBS Teachers, PBS Learning Media and Author Visits)
4. Mountain Lake PBS instituted a **Martha Speaks Reading Buddies program** in 5 area schools and 10 classrooms. Through this program students learn vocabulary through watching a Martha Speaks episode and then participating in activities, journaling and reading a story that incorporates the target words. Through The Imagine Yourself Reading program the station provided the books and materials for this program.
5. Mountain Lake PBS also hosted **events** and partnered with community organizations on their events. Through these events we provide information about our programs and services but we also impacted the community by promoting other not for profit organizations and activities.